IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors: Daniel R. Swanson Sr.

Filing Date: February 6, 2004

For: System and Method of Using RFID Devices to Analyze Customer

Traffic Patterns in Order to Improve a Merchant's Layout

Mail Stop Patent Application

COMMISSIONER FOR PATENTS P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

Information Disclosure Statement

Applicant respectfully requests, pursuant to 37 C.F.R. §§ 1.56, 1.97 and 1.98, that the references listed on the attached PTO-1449 form be considered and cited in the examination of the above-identified patent application. Since the present Application was filed after June 30, 2003, a copy of any U.S. Patent and any U.S. Patent Application Publication cited on the attached PTO Form 1449 is not being submitted with this Information Disclosure Statement pursuant to the July 11, 2003 waiver of 37 C.F.R. S 1.98(a)(2)(i) by the U.S. Patent and Trademark Office. Furthermore, pursuant to 37 C.F.R. § 1.97(h), no representation is made that the references qualify as prior art or that they are material to the patentability of the present application.

Respectfully submitted,

BAKER BOTTS L.L.P. Attorneys for Applicant

Jay B. Johnson Reg. No. 38,193

Date: February 6, 2004

Correspondence Address:

Baker Botts L.L.P. 2001 Ross Avenue, Suite 600 Dallas, Texas 75201-2980

Tel. 214.953.6431

Customer Number: 05073

G/10. 200

PTO-1449 Information Disclosure Citation in an Application				Application No. Unknown 10/7740 Spiniel R. Swanson Sr.			
				Docket Number 073897-0151	Group Art Unit Unknown 2887	Filing Date February	ing Date ebruary 6, 2004
				U.S. PATENT DOCUMEN			
		DOCUMENT NO.	DATE	NAME	CLASS	SUBCLA	FILING DATE
SL	Α	5,541,835	07/30/1996 ·	Dextraze et al.	364	401 R	12/29/1992
	В	5,729,697	03/17/1998	Schkolnick et al.	395	223	04/24/1995
Н	С	6,032,127	02/29/2000	Schkolnick et al.	705	23	10/21/1997
Н	D	6,236,335	05/22/2001	Goodwin, III	340	825.49	09/17/1996
H	E	6,424,264	07/23/2002	Giraldin et al.	340	573.1	10/12/2000
H	F	6,507,279	01/14/2003	Loof	340	572.1	06/06/2001
H	G	6,536,658	03/25/2003	Rantze	235	375	12/28/1999
₩	н	US 2002/0080198 A1	06/27/2002	Giraldin et al.	345	864	11/12/2001
H	1	US 2002/0161651 A1	10/31/2002	Godsey et al.	705	22	08/22/2001
H	J	US 2002/0165758 A1	11/07/2002	Hind et al.	705	10	05/03/2001
SL/	к	US 2003/0009364 A1	01/09/2003	Miyoshi et al.	705	7	07/01/2002
						SUBCLASS	YES NO
		DOCUMENT NO.	DATE	COUNTRY NON-PATENT DOCUMEN	CLASS	COBOLAGO	125 100
T				NON-PATENT DOCUMEN	тѕ		DATE
SL	L	DOCUME von Gunden, "Whose Af http://www.integratedsol	NT (Including raid of RFID?", I utionsmag.com/a	Author, Title, Source, ann ntegrated Solutions, pp. 1-3, rticles/2001_11/011110.htm	d Pertinent Pages		
SL/	L	DOCUME von Gunden, "Whose Af http://www.integratedsol McDonough, Jr., "TI Sm	NT (Including raid of RFID?", I utionsmag.com/a art Tags Help Ga	Author, Title, Source, annetgrated Solutions, pp. 1-3, rticles/2001_11/011110.htm	d Pertinent Pages		DATE November 2001
SL/		von Gunden, "Whose Af http://www.integratedy. McDonough, Jr., "TI Sm http://www.crmdaily.cor	:NT (Including raid of RFID?", I utionsmag.com/a art Tags Help Ga n/perl/story/1477	Author, Title, Source, annetgrated Solutions, pp. 1-3, rticles/2001_11/011110.htm	d Pertinent Pages s", CRM News, pp. 1	-3,	DATE November 2001
SL/	М	von Gunden, "Whose Af http://www.integratedsol McDonough, Jr., "TI Sm http://www.crmdaily.cor Ustaran, "Data Protection	ENT (including raid of RFID?", I utionsmag.com/a art Tags Help Ga n/perl/story/1477 n and RFID Syste	Author, Title, Source, an ntegrated Solutions, pp. 1-3, rticles/2001_11/011110.htm p Customers Find Their Jean 3.html	d Pertinent Pages s", CRM News, pp. 1 ion, Volume 3, Issue	-3, 6, pp. 6-7	DATE November 2001 November 14, 20
SL	M	von Gunden, "Whose Af http://www.integratedsol McDonous Jr., "TI Sm http://www.crmdaily.cor Ustaran, "Data Protection Albrecht, "Is Big Brother	ENT (Including raid of RFID?", I utionsmag.com/ art Tags Help Gan/perl/story/1477 n and RFID Syster in your Grocery	Author, Title, Source, an netgrated Solutions, pp. 1-3, ritcles/2001_11/01110.htm p Customers Find Their Jean 3.html "ms", Privacy & Data Protect	d Pertinent Pages) s", CRM News, pp. 1 ion, Volume 3, Issue 0	-3, 6, pp. 6-7 s.org/	DATE November 2001 November 14, 200 Date Unknown
SL	M N	von Gunden, "Whose Af http://www.integratedsol McDonough, Tr, "IT Sm http://www.crmdaily.cor Ustaran, "Data Protection Albrecht, "Is Big Brothe Albrecht, "Food Industry	int (Including int of RFID?", I futionsmag.com/a art Tags Help Gar/perl/story/1477 and RFID System in your Grocery News", C.A.S.Pught - Auto-ID:	Author, Title, Source, annegrated Solutions, pp. 1-3, rricles/2001_11/011110.htm p Customers Find Their Jean 3 html p. Customers Find Their Jean 5 html customers Find Their Jean Customers Find Their Jean Customers Find Their Jean 5 html customers Find Their Jean Find Find Find Find Find Find Find Fin	d Pertinent Pages; s", CRM News, pp. 1 ion, Volume 3, Issue u-2, http://www.nocardnocards.org/news/inc	-3, 6, pp. 6-7 s.org/	DATE November 2001 November 14, 20 Date Unknown 1999-2003
SL	M N Q	DOCUME von Gunden, "Whose Af http://www.integratedol McDonough, Tr, "IT Sm http://www.crmdaily.cor Ustaran, "Data Protectio Albrecht, "Is Big Brothe Albrecht, "Food Industry Albrecht, "Food For Th http://www.nocards.org/	ENT (Including raid of RFID?", I utionsmag.com/a art Tags Help Ga rivperl/story/1477 and RFID Syster in your Grocery News", C.A.S.P. ught - AutoID: AutoID/overview	Author, Title, Source, annegrated Solutions, pp. 1-3, rricles/2001_11/011110.htm p Customers Find Their Jean 3 html mms*, Privacy & Data Protecti Cart", C.A.S.P.I.A.N., pp. 1- I.A.N., pp. 1-16, http://www Tracking Everything Everyw shtml	d Pertinent Pages; s", CRM News, pp. 1 ion, Volume 3, Issue u-2, http://www.nocardnocards.org/news/inc	-3, 6, pp. 6-7 s.org/	DATE November 2001 November 14, 20 Date Unknown 1999-2003
SL	M N Q N	von Gunden, "Whose Af http://www.integratedsol McDonough, Jr., "TI Sm http://www.crmdaily.com Ustaran, "Data Protection Ustaran, "Data Protection Albrecht, "Food Industry Albrecht, "Food Industry Albrecht, "Food For The http://www.nocards.org/ Chai, "Taga Track Japan thtp://www.nocards.org/ Matthew," RFID Tracki.	ENT (Including raid of RFID?", I utionsmag.com/a tr Tags Help Ga fn/perl/story/1477 a and RFID Syste rin your Grocery 'News", C.A.S.P ught - Auto-ID: AutoID/overview es Shoppers", C utsiness/0,390206 gg Makes it into J my/gecknews/20	Author, Title, Source, annegrated Solutions, pp. 1-3, ricles/2001_1/011110.htm pc. 2001_1/011110.htm pc. 2001_1/011110.htm pc. 2001_1/011110.htm pc. 2001_1/011110.htm pc. 2001_1/01110.htm pc. 2001_1/01110.htm pc. 2001_1/0110.htm pc. 2001_1/0110.h	d Pertinent Pages) s*, CRM News, pp. I ion, Volume 3, Issue -2, http://www.nocard .nocards.org/news/inc here*, C.A.S.P.I.A.N.	.3, 6, pp. 6-7 s. org/ dex.shtml , pp. 1-5,	DATE November 2001 November 14, 20 Date Unknown 1999-2003 1999-2003 May 8, 2003 May 9, 2003
SL	M N Q N Q	von Gunden, "Whose Af hotp://www.intergrateSol http://www.intergrateSol http://www.intergrateSol http://www.moradisly.cor Ustaran, "Data Protection Albrecht, "Food Industry Albrecht, "Food for Tho http://www.mocards.org/. Chai, "Tags Track Japan http://mews.zdnet.co.uk/. Matthew, "Rot Inform Track http://www.geek.com/me.	ENT (Including raid of RFID?", I utionsmag.com/a rt Tags Help Ga (r/perl/story/1477 n and RFID Syste in in your Grocery News", C.A.S.P. ught - AutolD/averviewese Shoppers", C ussiness(0,390200 gg Makes it into J ws/gkechews/2010 mation Revolutionation Revolutionationationationationationationationa	Author, Title, Source, annegrated Solutions, pp. 1-3, rricles/2001_11/011110.htm p Customers Find Their Jean 3.html ms", Privacy & Data Protecti Cart", C.A.S.P.I.A.N., pp. 1- I.A.N., pp. 1-16, http://www Tracking Everything Everyw shtml News.com, pp. 1-2, 454,2134438,00.htm	d Pertinent Pages s", CRM News, pp. 1 ion, Volume 3, Issue u nocards.org/news/inchere", C.A.S.P.I.A.N. pp. 1-6, htm vold", Massachusett	.3, 6, pp. 6-7 s. org/ dex.shtml , pp. 1-5,	DATE November 2001 November 14, 20 Date Unknown 1999-2003 1999-2003 May 8, 2003
SL	M N Q N Q	von Gunden, "Whose Af http://www.integrated.ool McDonough, Jr., "TI Sm http://www.cmdaily.com Ustaran, "Data Protection Albrecht, "Is Big Brothe Albrecht, "Food Industry Albrecht, "Food For The http://www.nocards.org/ Chai, "Tage Track Japan http://www.nocards.org/ Technology, 21 pages, http://www.nocutofrange.new.org/	ENT (Including raid of RFID?", I untionsmag. continuous and raid of RFID?", I untionsmag. continuous and RFID Syster in your Grocery. News", C.A.S.P. ught - Auto-ID: AutoID/overview. ese Shoppers. Consistences/0,390200 g. Makes it into J. ws/gecknews/20/mation Revolution and	Author, Title, Source, anniegrated Solutions, pp. 1-3, irricles/2001_11/011110.htm p Customers Find Their Jean 3 html p Customers Find Their Jean 5 html customers Find Their Jean 5 html Tracking Everything Everyw String Everything Everyw Shtml String Everything Everything String Everything St	d Pertinent Pages) s", CRM News, pp. 1 ion, Volume 3, Issue -2, http://www.nocard .nocards.org/news/inc here", C.A.S.P.I.A.N. pp. 1-6, thtm World", Massachusett df	.3, 6, pp. 6-7 s. org/ dex.shtml , pp. 1-5,	DATE November 2001 November 14, 20 Date Unknown 1999-2003 1999-2003 May 8, 2003 May 9, 2003 2002 July 23, 2003
SLA	M N Q N Q	DOCUME von Gunden, "Whose Af http://www.integratedol McDonough, Tr, "IT Sm http://www.crmdaily.cor Ustaran, "Data Protectio Albrecht, "Is Big Brothe Albrecht, "Food Industry Albrecht, "Food For Th http://www.nocards.org/ Chai, "Tags Track Japan http://www.nocards.org/ Chai, "Tags Track Japan http://www.geek.com/ne Engels, "The Next Inforr Technology, 21 pages, h Simon, "Whafs in a Loy http://www.outofrangen.	INT (Including raid of RFID?", I utionsmag.com/a tr Tags Help Ga (/per/story/1477 n and RFID Syste r in your Grocery News", C.A.S.P utions. Auto-ID: AutoID/overview.ese Shoppers. (C.A.S.P. auto-ID; and RFID Syste sit into J ws/gecknews/200 ga Makes it into J ws/gecknews/200 ination Revolution (pt//www.autoid.alty Card?", Outet/blogarchive/andemark: Have a demark: Have a	Author, Title, Source, an integrated Solutions, pp. 1-3, ritcles/2001_11/011110.htm p Customers Find Their Jean 3.html p Customers Find Their Jean 3.html p Customers Find Their Jean 3.html p Cart, C.A.S.P.I.A.N., pp. 1- L.A.N., pp. 1-16, http://www shtml NET News.com, pp. 1-2, 454, 2134438, 00.htm apanese Stores", Geek.com, 1, 33Maygee20030590199261 in: The Networked Physical Vecenter.org/media/fmi; 2002.p. pl. 1-4, 184ange.net, pp. 18	d Pertinent Pages, s*, CRM News, pp. 1 ion, Volume 3, Issue i c. 2, http://www.nocard c.nocards.org/news/inc here", C.A.S.P.I.A.N. pp. 1-6, World", Massachusett df pp. 1-3,	.3, 6, pp. 6-7 s. org/ dex.shtml , pp. 1-5,	DATE November 2001 November 14, 200 Date Unknown 1999-2003 1999-2003 May 8, 2003 May 9, 2003 2002

U.S. Patent and Trademark Office

citation if not in conformance and not considered. Include copy of this form with next communication to the applicant.